



Super Size Me

Revision lists – all the things we could mention

Theme – the idea that McDonalds unfairly targets children

- The playground encourage the kids to come back and play
- Happy meals have toys which ‘hook’ the kids in
- At the start of the doco kids are singing “You like food! You like food! Kentucky Fried Chicken and a Pizza Hut!” – shows us that fast food has got into the subconscious and is even in popular songs and jingles! (technique – MUSIC)
- They are hooked into McD for future
- “The average American child sees 10,000 food advertisements a year on TV” – quote.
- In some cases (they tell us in the doco) the only playgrounds that are safe are at McD.
- Clowns, cartoons
- “A lot of those ads appeal primarily to kids”
- “They want to be there to addict children for life”

Theme - addiction

- Director compares McD's to drugs with song 'I'm your pusher man' set over a collage of McD images including Ronald.
- States that people who go to MD often are actually called "heavy users" & "super heavy users" drug terminology!
- Don Gormsky addicted to Big Macs – he is seen as both a freak and a hero – we see footage of him eating his 19,000th Big Mac
- Morgan Spurlock became addicted to McD – editing was used as he see him feeling depressed then eating McD again and he's happier – this editing shows us how it affects his moods
- Dr Lisa Gangjhu "I think you're starting to become addicted to it" as he says he feels better when he eats it.
- 'It's not really the taste of the food that keeps you going back for more, it's the drug feeling you get that makes you addicted' – David Satcher, former health minister

Theme – McD's unfairly targets children

- John Banzhaf III speaks in the doco about kids being encouraged to come back because of the happy meals with toys in them, the clown, and the playgrounds that are often the safest places to take kids!
- Music at beginning – “Mcdonalds! McDonalds! Kentucky Fried chicken and a Pizza Hut!” shows us the extent to which fast food has infiltrated (become part of) popular culture
- “They’re there to hook kids in for life” – John Banzhaf III
- “A child on average sees 10,000 food commercials in a year” – remember these are not only McD's commercials but other unhealthy companies too

Theme – the deterioration of American society

- 40% of American families eat out and 60% of Americans are overweight or obese – statistics from movie given to us by Spurlock
- Animation of the 5+ a day campaigner as a tiny skinny man holding a coin – put next to caricatures of fat business men surrounded by piles of money (Pepsi sponsors, Hershey sponsors) to show us that it's “not a fair fight”
- Mid shots of fat people on beach as “Fat Bottomed Girls” song plays
- Music – “Fat” – song by The Violent Femmes
- “Everything is bigger in America” – this is usually a positive slogan but Spurlock puts a negative spin on it
- Animation of the world and flags to show where McDonalds are – overwhelming influence
- Animation of US map – colour changes to show states with most obesity

Theme – personal VS corporate responsibility

- “Look after the customer and the business will look after itself” =- Ray Kroc, McDonald’s founder – how does McDonalds look after their customers? This can be used ironically as we see a McD’s diet HARMING Spurlock!
- Animation of 5+ a day campaigners compared to large caricatures of fast food companies with more money
- Hand held / jiggly camera of people being interviewed on street who believe it is each person’s responsibility
- Spurlock could not get hold of Lisa Howard (McDonalds’ spokeswoman) which shows us the corporation is not willing to take responsibility for answering questions. MONTAGE to show time that passes between phone calls
- Animation of overweight girls who sued McDonalds – shows us how huge they were! They lost eventually which suggests that people are still not willing to accept that corporations have a responsibility
- “A child on average sees 10,000 food commercials in a year” – it’s harder and harder for parents to ‘win’ in this sense. They have “1000” cracks at their child for every meal of the year that they have to feed their kids.
- Quote – “It’s not a fair fight” adds to this

Interesting things to note about documentary structure

- Begins with lawsuit of two overweight girls and ends with this. This is actually the event that inspired Spurlock to make this documentary!
- Begins with him getting all kinds of tests and ends the same way
- Deliberately sets himself up as having near perfect health SO this can be compared to the end result, which is shocking!
- Chapters add to structure – compare the ‘Last Supper’ to the ‘Last McSupper’
- ‘Talking Heads’ occur throughout the doc giving topics more authority and credibility

Collage

- Creates overwhelming feeling when images flood the screen
- Can prove a point by showing a lot of the same kind of pictures
- Caitlin, 16, works at McDonalds, covered in pictures of 'pretty' girls from magazines to show how overwhelming this pressure is. Eating fast food becomes a 'fast fix' and obesity levels rise...
- Collage of all the diseases linked with high blood pressure which eating MCD's constantly would give you! Overwhelming
- Collage of 83 McDonalds in Manhattan alone – where Spurlock lives – overwhelming!

Animation

- Eye catching / targets a particularly younger audience.
- Shows ideas in a humorous way often
- Can exaggerate things so makes it easier to get their point across
- E.g: Chicken McNuggets, Heavy Users and Super Heavy Users, the two overweight girls – the fattest states of America – these examples ALL exaggerate the problem!
- Animation of Hersheys / Pepsi owners compared to skinny fruit and veg man

Diary Cam

- When Morgan wakes in the middle of the night with heart palpitations and can't breathe – he speaks into the camera and we can see how serious the problem is.
- It's 'up close and personal'
- Provides authenticity – shows that it's actually happening. This reality has an impact on the audience

Montage

- Can either show the passing of time or can be a sequence that can suggest connections with one idea
- E.g: Spurlock eating his first Super Size meal – we can see that it takes seemingly FOREVER for him to finish,. We are shocked at the sheer amount of food he is consuming and when he finally vomits we think ‘gross!’
- E,g: Spurlock walks down the street and passes 3 McDs on his way to work – shows us how prevalent these restaurants are!

Talking Heads

- Lisa Ganhju – gastroenterologist
- John Banzhaf III – lawyer and one who has spoken out against fast food. He spoke out against tobacco companies in the past and won lawsuits against them!
- Gives us factual info – adds authority and credibility to what we are witnessing

Music

- ‘Fat’ – to prove a point
- ‘I like food!’ songs AND ‘Rock n roll McDonalds!’ show us how entrenched in popular culture fast food has become
- Irony music used in the gastric bypass scene to make a gross procedure seem grandiose or dramatic!
- “Pusher man” – to get the point across that McD can be like a drug
- ‘Fat Bottomed Girls’ playing while we see people at the drive-through
- Often used ironically and with humour

Memorable quotes

- **Morgan Spurlock**: I consumed over thirty pounds of sugar. That's an average of a pound of sugar a day.
- **Morgan Spurlock**: Who's that?
[Shows picture of Ronald MacDonald]
Child: MacDonald, Ronald MacDonald.
Child: MacDonald!
Morgan Spurlock: What does he do?
Child: He helps people at the cash register.
Child: He works at MacDonald's. I love the pancakes and sausage!
Child: He brings everyone of his friends to MacDonald's for a Happy Meal

More memorable quotes

- **Morgan Spurlock**: Companies spend billions to make sure that you know their product. In 2001, on direct media advertising, that's radio, television and print, McDonald's spent 1.4 Billion dollars worldwide. On direct media advertising, Pepsi spent more than a billion dollars. To advertise candy, Hershey foods spent a mere 200 million dollars internationally. In its peak year the '5 a Day Vegetable Campaigns' total advertising budget in all media was a lowly 2 million dollars, 100 times less than just the direct media budget of one candy company

More memorable quotes

- **Morgan Spurlock**: My body... officially hates me.
- **Morgan Spurlock**: ...another disturbing fact. Over the course of the 30 days, I generated more than 13 bags of garbage. Multiply my daily amount by 46 million; the amount of people they feed each day, and you get enough garbage to fill the Empire State Building... every single day... and that's only 1 fast food chain... in one day